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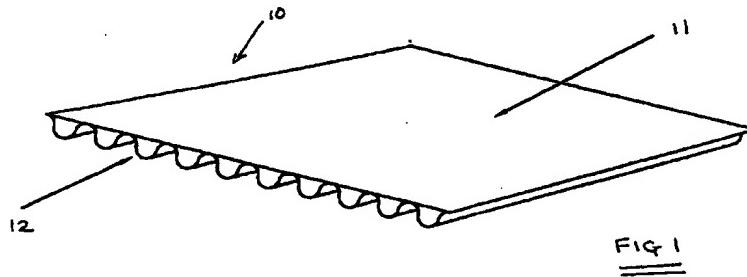
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### (54) Posters

(57) A poster comprises one or more sheets or strips of board. The board is formed from a first flat layer 11 printed on its exposed face and a second corrugated layer 12 bonded to the other face of the first layer. The

poster may be a bill board poster formed from one or more strips of board, each extending the full width of the poster.



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**Description**

**[0001]** This invention relates to posters and more particularly, but not exclusively, to bill board posters.

**[0002]** Known posters are made by printing on flat paper and bill board posters are made up of a multiplicity of paper panels, typically 48 to 64 in number and sometimes as many as 96 paper panels.

**[0003]** According to a first aspect of the present invention there is provided a poster comprising one or more sheets or strips of board, the board being formed from a first flat layer having an exposed printed face and a second corrugated layer bonded to the other face of the first layer.

**[0004]** Preferably, the first layer is formed of high quality non-recycled paper and the second layer is formed of recycled paper.

**[0005]** The poster may be a bill board poster formed from one or more strips of board, each extending the full width of the poster. In this case, the poster may comprise first and second strips, one edge portion of one of the strips having only a first layer and an adjacent edge portion of the other strip having only a second layer so that the two strips can be joined together in overlapping relationship. The one edge portion of said one strip may be provided with double-sided adhesive tape so that this edge portion of said one strip can be adhered to the adjacent edge portion of said other strip.

**[0006]** Preferably, the exposed face of the first layer has been printed using an ink jet printer having an array of fixed ink jet heads.

**[0007]** According to a second aspect of the invention there is provided a poster according to the first aspect of the invention in combination with a bill board having at least one pair of elongate poster support members, each support member having an elongate slot which, in use, extends horizontally, the slot of one of the support members being in use downwardly inclined from an open to a closed end for receiving an upper edge portion of the or part of the poster and the slot of the other support member being in use upwardly inclined from an open to a closed end for receiving a lower edge portion of the or part of the poster.

**[0008]** The invention will now be more particularly described, by way of example, with reference to the accompanying drawings, in which:-

Figure 1 is a fragmentary perspective view of one embodiment of a poster according to the invention,

Figure 2 is a diagrammatic view to illustrate how the poster can be made up,

Figure 3 is a fragmentary perspective view showing an alternative way of supporting the poster on a bill board,

Figure 4 is a fragmentary end view of the poster

and bill board shown in Figure 3.

**[0009]** Referring to the drawings, there is shown therein a poster formed from elongate strips of single-faced corrugated board 10. The board 10 comprises a first flat layer 11 formed of high quality non-recycled virgin paper, commonly referred to as "Kraft" quality paper, and a second corrugated layer 12 bonded to one face of the flat layer 11. The corrugated layer 12 is typically formed of recycled paper.

**[0010]** The exposed face of the first layer 11 of the board is printed using an ink jet printer having an array of fixed ink jet heads, such as the printer described in GB-A-2343415. This printer avoids any need for making contact with the board 10 and, therefore, does not distort or crush the corrugations.

**[0011]** The use of single-faced corrugated board for producing posters has the advantage that it has better lasting properties than paper and is a more stable product. It can be rolled up in a direction which collapses the corrugations together for dispatch in a tube and offers useful rigidity in the direction of the corrugations.

**[0012]** A bill board poster can be made up of one or more strips of board, each extending the full width of the poster. The strip(s) can be rolled out and clamped to a bill board.

**[0013]** The bill board poster shown in Figure 2 is made up of two strips 10<sub>a</sub> and 10<sub>b</sub>. The lower edge portion of the upper strip 10<sub>a</sub> has only a first flat layer 11. It has no corrugations along this edge portion. The upper edge portion of the lower strip 10<sub>b</sub> has only a second corrugated layer 12. It has no flat layer along this edge portion. The two strips 10<sub>a</sub> and 10<sub>b</sub> can, therefore, be overlapped and, indeed, a strip of double sided adhesive tape 13 may be attached to the undersurface of the edge portion of the upper strip so that this edge portion of the upper strip 10<sub>a</sub> can be adhered to the upper edge portion of the lower strip 10<sub>b</sub>.

**[0014]** The strips 10<sub>a</sub> and 10<sub>b</sub> can be produced in a corrugating machine by suitable adjustment of the fluting rollers.

**[0015]** Figure 3 shows an alternative to overlapping two strips to make up the poster. In this case, a bill board 20 is provided with elongate brackets 21 and 22 for supporting the upper and lower edges, respectively, of a strip of single-faced corrugated board 10. The upper brackets 21 each have an elongate, horizontally extending slot 23 which is inclined downwards from an open to a closed end and the lower brackets 22 each have an elongate, horizontally extending slot 24 which is inclined upwards from an open to a closed end. The corrugations are crushed, as best shown in Figure 4, to define fold lines 25 at a predetermined spacing from the upper and lower edge of the strip and to provide the strip with a downwardly inclined upper edge portion 26 and an upwardly inclined lower edge portion. The upper and lower edge portions can then be slid horizontally into the slots 23 and 24, respectively, of the upper and

lower brackets 21 and 22 to support the strip. The brackets 21 and 22 are constructed from rigid material and the combined strength and rigidity of the corrugations lock the folded edges into the brackets by resisting movement away from the brackets in any direction. A further strip (not shown) can be supported immediately below the strip 10 by a second pair of brackets, the upper of which is indicated at 21a.

## Claims

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1. A poster comprising one or more sheets or strips of board (10), the board being formed from a first flat layer (11) having an exposed printed face and a second corrugated layer (12) bonded to the other face of the first layer. 15
2. A poster as claimed in claim 1, wherein the first layer (11) is formed of high quality non-recycled paper and the second layer (12) is formed of recycled paper. 20
3. A poster as claimed in claim 1 or claim 2, wherein the poster is a bill board poster formed from one or more strips of board (10), each extending the full width of the poster. 25
4. A poster as claimed in claim 3, comprising first and second strips (10a and 10b), one edge portion of one of the strips (10a) having only a first layer (11) and an adjacent edge portion of the other strip (10b) having only a second layer (12) so that the two strips can be joined together in overlapping relationship. 30
5. A poster as claimed in claim 4, wherein the one edge portion of said one strip (10a) is provided with double-sided adhesive tape (13) so that this edge portion of said one strip can be adhered to the adjacent edge portion of said other strip (10b). 35
6. A poster as claimed in any one of the preceding claims, wherein the exposed face of said first layer (11) has been printed using an ink jet printer having an array of fixed ink jet heads. 40
7. A poster as claimed in any one of the preceding claims in combination with a bill board (20) having at least one pair of elongate poster support members (21, 22), each support member having an elongate slot (23, 24) which, in use, extends horizontally, the slot (23) of one of the support members being in use downwardly inclined from an open to a closed end for receiving an upper edge portion of the or part of the poster and the slot (24) of the other support member being in use upwardly inclined from an open to a closed end for receiving a lower edge portion of the or part of the poster. 45 50 55

8. A combination as claimed in claim 7, wherein the second corrugated layer (12) of the poster or part thereof has been crushed to defined fold lines (25) at a predetermined spacing from its upper and lower edges and to provide the poster or part thereof with a downwardly inclined upper edge portion (26) and an upwardly inclined lower edge portion.

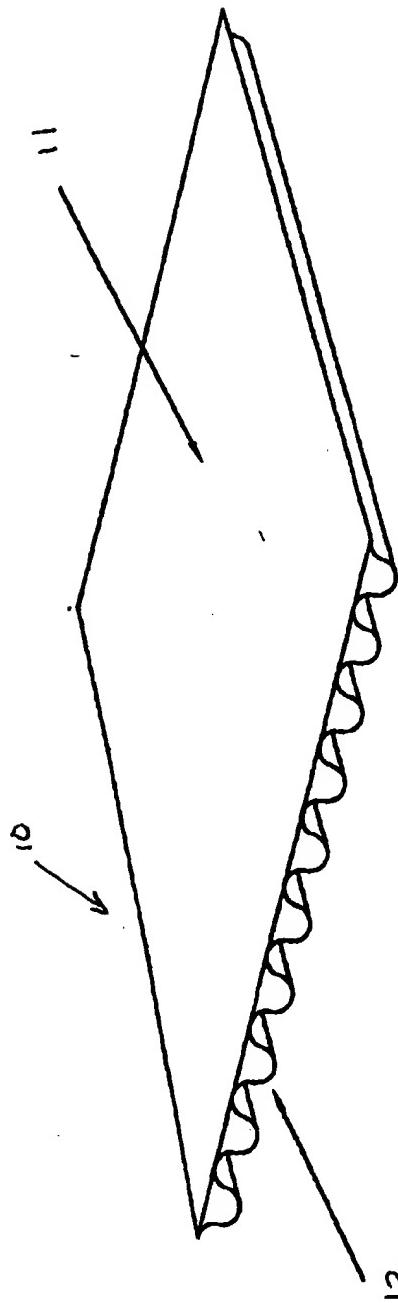


FIG 1

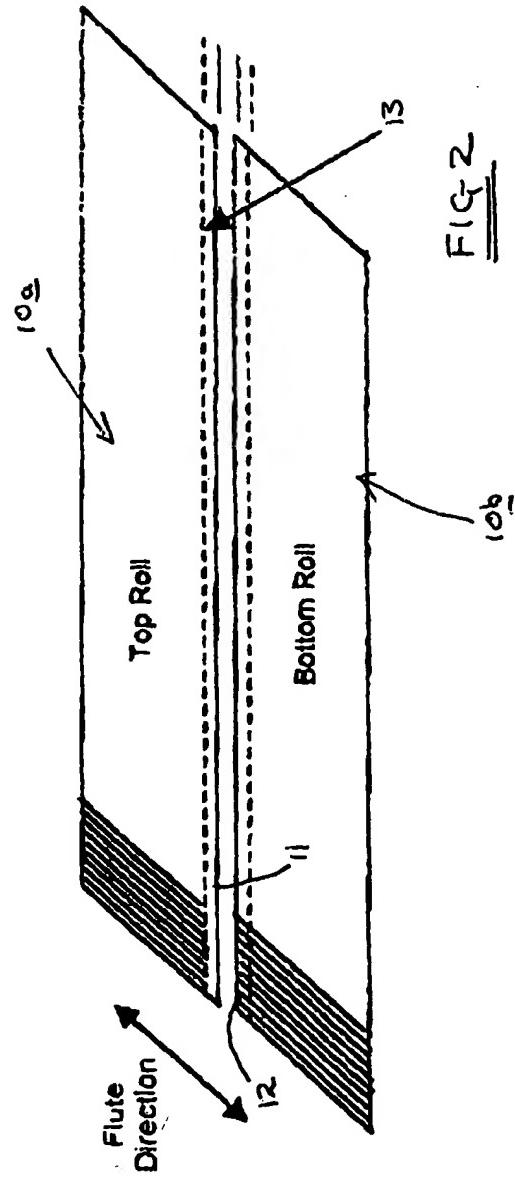


FIG 2

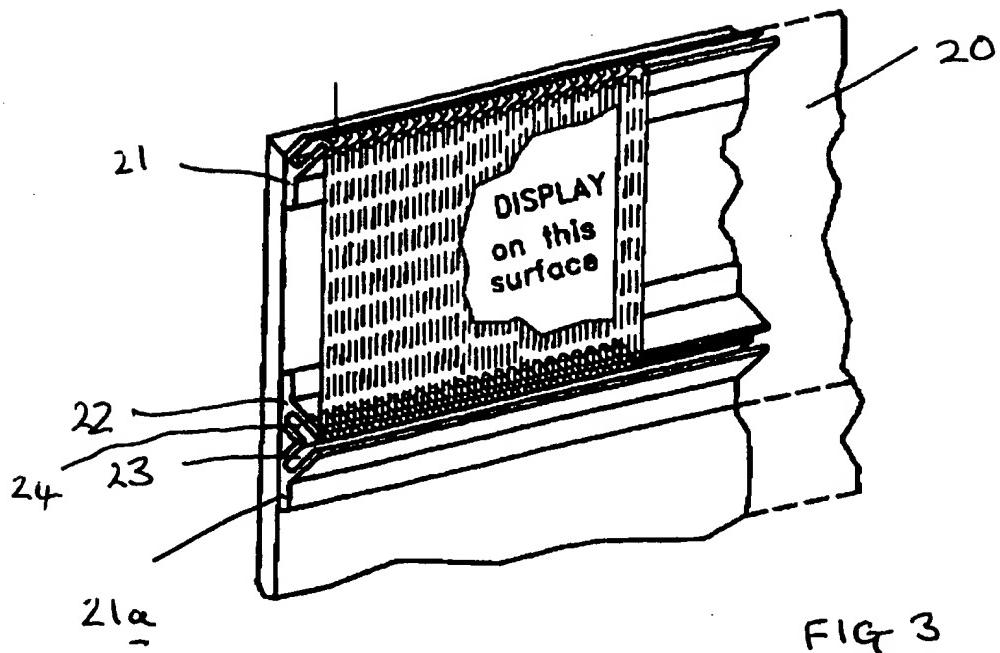


FIG 3

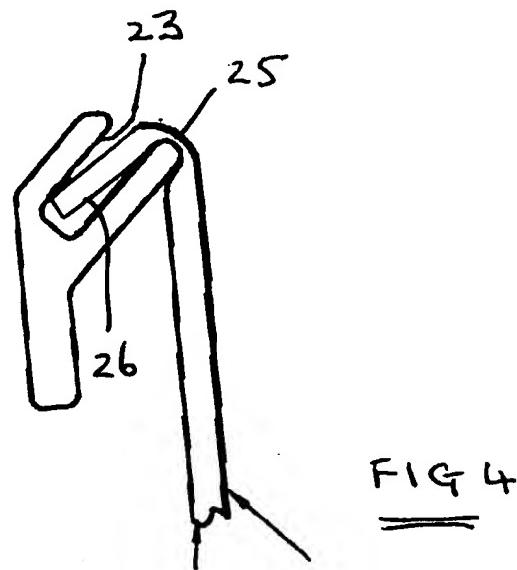


FIG 4